

Co-op Partner	Co-op Award	Contract/ MOU	Type of Project	Marketing Location	Date of Event
November 2005					
Deaflympics	100,000.00	CONTRACT	Exhibits at tournaments and tradeshow, print ads, souvenirs, brochures, posters, equipment	Washington, D.C., Rochester - NY, Phoenix, Palandoken - Turkey, Vienna - Austria, SLC, Telluride - CO, Orlando, Greensboro, Montreal, St. Louis, Austin, St. Louis, Pomona, Clagary, Taipei - Taiwan, Atlanta, Reykjavik - Iceland, New Orleans, Quebec, Washington, D.C., Chicago, Seattle, Pleasanton - CA, Rochester - NY, Brno - Czech Republic	February 1-10, 2007
Ski Utah	94,271.00	MOU	Print ads	Print ads in Powder, Southwest Spirit, Ski Racing, Skier News, Orange Coast, San Diego, SkyWest, Ski Dazzle, Snow World, Los Angeles, Chicago, Atlanta Monthly	
Moab Music Festival	6,007.00	MOU	Magazine ads	Western U.S. - Aspen Magazine, Telluride Magazine, Santa Fean	Aug. 31st - Sept. 16th, 2006
Heber Railroad	10,000.00	MOU	Internet pay-per-click, Internet banners, Internet optimization of key words/metatags, Magazine ads	AAA website, Family travel/activity sites. Magazine ads in Family Fun, Family Travel, AAA Via, Sunset, True West, Cowboys and Indians, Trains, Railfan and Railroad, Classic Trains	Events throughout the summer
Salt Lake CVB - Ski Salt Lake	75,000.00	MOU	Radio, magazine, newspaper, direct mail, and consumer tradeshow	Southern California	
Moab CVB	100,000.00	MOU	Radio, television, consumer shows, billboards	Colorado with emphasis on the Front Range and Western Slopes	
Town of Alta	5,000.00	MOU	Postcards	Chicago, Atlanta, Seattle, Portland, San Francisco, Sacramento, San Diego, Phoenix, Las Vegas	
Heber Valley COC - Golf Wasatch	20,000.00	MOU	Internet/key word ownership, banners and links, magazines with leveraged editorial, national golf media tours	Southern California, Las Vegas, and Arizona, national and regional ads	
Heber Valley COC - Snowmobiling	10,000.00	MOU	Internet/key word ownership, banners and links, magazines with leveraged editorial, national media tours	California, Colorado, Nevada, Boston, Florida, Oregon, Western U.S.	
Salt Lake Airport / Park City	112,500.00	MOU	Television ads	Chicago and San Diego	
Garfield County	67,334.00	MOU	Print ads, consumer shows, banners and promotion of website, reprint of publication	Print ads in AAA Colorado and Utah Tour Book, Trailer Life, Home and Away AAA Midwest Magazine, Outdoor Utah Vacation Guide. Consumer shows in Las Vegas, Kansas City, San Mateo-CA, Denver, Long Beach, Costa Mesa - CA, Pomona - CA, Las Vegas, Reno, Logandale - NV, Denver, & Phoenix	

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Park City Jazz Foundation	25,500.00	MOU	All-inclusive incentive package, group sales marketing initiative, production and distribution of collateral	Out-of-state group meeting planners nationwide, individual travel organizers, corporate group travel organizations	August 25-27, 2006
Ogden-Weber CVB	11,250.00	MOU	Newspaper, out-of-state jazz festival programs, national jazz-specific magazines	Phoenix, Seattle, Portland, Denver, Boise	September 1-3, 2006
Kimball Arts	19,688.00	MOU	Magazine ads, radio, Internet, e-mail	Intermountain West including Aspen, Taos, Jackson Hole, San Diego, Boise, Denver, Los Angeles, Las Vegas, Phoenix, San Francisco	August 5-6, 2006
Sevier County CVB	18,750.00	MOU	DVD distributed at consumer shows and mailed, four fam tours with magazine and television media, magazine ads	ATV enthusiasts nationwide	
American West Heritage Center	49,592.00	MOU	CD Rom, Direct contact with tour operators, press releases and references in trade magazines	Contact with tour operators in L.A., San Francisco, Las Vegas, Phoenix, Denver, New York, Miami, others on East Coast, Germany, Austria, Switzerland, Netherlands, Belgium, France, Great Britain. Magazines distributed in Nevada, Idaho, Wyoming	Events throughout the summer
Cache Valley CVB	14,852.00	MOU	Magazine ads	Outdoor Utah, Birding, Sunset (Southern California distribution), 99 Things to do in Yellowstone, UHLA Accommodations Guide	
Wayne County	8,029.00	MOU	Magazine ads, DVD	Colorado, Sunset Magazine Travel Planner, Grand Circle Travel Planner, Outdoor Utah Vacation Guide	
Union Station	8,750.00	MOU	Magazine ads	National and regional markets - AAA Tour Book, Skywest/Delta In-flight Magazine, Smithsonian affiliate.	
Zion & Bryce	33,500.00	MOU	Billboards	Las Vegas	
Total	790,023.00				
December 2005					
Utah Shakespearean Festival	65,061.00	MOU	Newspaper, Radio, TV	Southern Nevada and California	
Canyonlands Field Institute (Plateau Restoration)	2,000.00	MOU	Post card & postage - Direct mail campaign to new schools and colleges	Western, mid-west, southern and east coast national schools and colleges	
City of Green River	23,000.00	MOU	Website development, distribution of materials, travel conventions, development of video, development of DVDs	Nevada and Colorado	
Davis Area CVB	13,013.00	MOU	Tri-fold rack brochures for Davis County & Antelope Island/Great Salt Lake	Pocatello/Idaho Falls; Boise; Coeur D'Alene; McCall/Whitewater; Yellowstone Route; Butte, MT I-15 & I-90; Spokane WA; Northern NV; Reno & Carson City, NV; North Lake Tahoe; Yuma, AZ	

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St. George Area CVB	32,500.00	MOU	TV Ads	Las Vegas	
Thanksgiving Point Institute	15,000.00	MOU	Fam Tour, Ads, Direct mail campaign to tour operators	NTA Magazine; Group Tour Magazine; ABA Magazine; Group Travel Leader Magazine; Leisure Group Travel; National Tour Association; Go West Summit; American Bus Association	
Utah Valley CVB	33,850.00	MOU	TV Ads, Billboards, Magazines/Publications	Southern Idaho; Wyoming; VIA Travel Guide; Sunset Travel Planner; SkyWest/Delta Connection Magazine; Outdoor Utah Vacation Guide	
Carbon County Travel Bureau	4,482.00	MOU	Tradeshow booth Cabela's Outfitter Journal Magazine Mobile Home News (Senior Citizen Market) Montrose Style Magazine True West Magazine	Booth - Utah, Colorado and possibly California, Nevada & Arizona markets Cabela's - Nationwide Mobile Home News - Coachella Valley including Palm Springs, Cathedral City Desert Hot Springs, Sky Valley, Palm Desert, Rancho Mirage, Indio, LaQuinta, Thousand Palms, Morango Valley and Yucca Valley Montrose Style Magazine - Montrose, Co. True West Magazine - Nationwide	
SUU Outdoors	5,000.00	MOU	Brochure & DVD for Conference in Cedar City	Will be sending brochure to prospective out-of-state conference attendees	Oct 4 - 8, 2006
Kane County Office of Tourism	15,000.00	MOU	48-page full-color Visitor Guide	United States, Canada & international tourism markets	
Total	208,906.00				
April 2006					
2007 Rotary International Convention Host Organization Committee & Salt Lake CVB	168,150.65	CONTRACT	Displays and presentations at international Rotary functions; Web links; The Rotarian Magazine; multilingual promotional DVD; promotion kit, email campaign	International District Assembly in San Diego; 2006 Rotary International Convention in Denmark plus 17 other "zones"; Rotary Int'l HQ, zone and district web sites; world wide marketing in Rotarian magazine; DVD will go to all district governors	June 17-20, 2007
Bear River Association of Governments	11,840.00	MOU	Magazine ads, travel guide, website	Sunset distribution in Southern California, travel guide mailed all over the U.S.	
Daggett County	16,060.00	MOU	Radio, tradeshow booth, fly-ins	Radio spots and tradeshow booth in Wyoming, advertise fly-ins in nationwide magazine for pilots.	
Dinosaurland Travel Board	15,150.00	MOU	Production of winter recreation guide	Regional travel shows and Intermountain West visitor centers	

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Friends of the Moab Folk Festival	17,000.00	MOU	Newspaper ads, program ads at other festivals, radio	Colorado, Arizona, New Mexico, Wyoming & Montana	November 3-5, 2006
Mt. Pleasant City/Heritage Highway 89	25,000.00	MOU	Publication of travel guide	Distributed at out of state travel shows, to domestic and international tour operators, and distributed by the American Automobile Club, visitors centers, National Park Service, and Preserve America sites.	
Ogden Valley Business Association	5,074.00	MOU	Valley Views Magazines & The Upper Ogden Valley	Advertising in: Go-Utah Ski Utah, on website	
Park City COC	9,396.00	MOU	Billboard	Evanston, Wyoming	
Park City Performing Arts Foundation	47,405.00	MOU	Magazine ads, Billboards, coasters, craft bags, pod cast	Magazine and billboard ads in Las Vegas/Henderson, NV. Coasters used in Jackson Hole, Aspen, Vail, Napa, and Sun Valley Wine and Culinary festivals. Also The Parallel winery and vineyard in Calistoga, California (Napa Valley), The Great American Beer Festival in Denver and the World Beer Competition in Seattle, Farmers Markets and restaurants throughout the intermountain west, and "Governors Cup" at Wyoming Downs in Evanston. Podcast promoted to out-of-state region.	Park City Summer Concert Series at Deer Valley - July 2, 21, 31; August 30, September 4, 2006
Piute County	20,000.00	MOU	Advertising, DVD, Visitor Guide, Website, Billboards	Regional outdoor shows	
Salt Lake CVB	88,645.22	MOU	Newspaper ads, radio, Online Campaign	Idaho Falls, Pocatello, Twin Falls, Boise, Evanston, Rock Springs, Las Vegas, Phoenix, CA, WY	
Sportsmen for Habitat	100,000.00	CONTRACT	Joint National Convention - Hunting and Conservation Expo; direct mail pieces; print ads, web site development, billboards, radio, Convention & Consumer Show Marketing	Print ads - National Hunting Magazines Radio - Boise, Twin Falls, Idaho Falls, Grand Junction, Flagstaff, Rural Montana & Wyoming	January 17-20, 2007
The Downtown Alliance	25,000.00	MOU	Print advertising, Event Guide	Idaho, Wyoming	Ongoing
Utah Festival Opera	50,000.00	MOU	Radio, Cable TV, Bus Boards, Mall Displays, Newspapers & Magazines, ads in performing arts magazines, brochures, direct mail	Idaho, Arizona, Colorado, Nevada, Wyoming California, Oregon & Washington	July 12 - August 12, 2006
Utah Ski & Snowboard Assoc/ Ski Utah	250,000.00	CONTRACT	Direct Response Cable TV (DRTV)	ESPN, ESPN2, Gold, Headline News, The History Channel, National Geographic, Outdoor Life, Travel, The Weather Channel, CNN, The Discovery Channel, Discovery Home	

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Utah Symphony and Opera & Park City Chamber Bureau	30,000.00	MOU	Print advertising, radio & direct mail	Southern California	Deer Valley Music Festival - July 22 - August 19, 2006
Wasatch Western Heritage/Cowboy Poetry	12,000.00	MOU	National Advertising	Cowboys & Indians, American Cowboys, Tru West, Cowboy Magazine, Rope Burns, Rocky Mountain Rider, Happy Trails, Wrangler	November 7-12, 2006
Zion Canyon Art & Flute Festival	5,000.00	MOU	Advertising, Radio, Website, Print Ads	Native Peoples Magazine, Highway Radio (California to Las Vegas & Phoenix market), Various Event Flyers, AAA Magazine	October 13-15, 2006
Total	895,720.87				
Total Co-op Funds Awarded:	1,894,649.87				